



## PRESS RELEASE

Paris, 2 July 2018

**Success for the FBF's fourth annual "I invite a banker to my class" ("J'invite 1 banquier(e) dans ma classe") initiative: more than 14,000 students learn about finances**

**The fourth annual "I invite a banker to my class" initiative, launched on 12 March, raised financial awareness among even more students in 2018 than in previous years. Rolled out by the French Banking Federation (FBF) across the whole of France, the initiative involved more than 560 year 4 and 5 junior classes and will introduce ideas of budgeting to more than 14,000 students between now and the end of June. This means that between its launch in 2015 and 2018, "I invite a banker to my class" will have introduced, in an educational but fun way, just over 24,250 students to the concepts of budgeting.**

The scheme seeks to raise awareness among young people of the basic notions of making budget choices, secure payments, savings, borrowing, etc.

Children aged 8 to 11 take part in a one-hour workshop led by their teacher and based on a game designed by an edutainment specialist. The children are placed in real-life every-day situations where they must make budgetary choices. The game helps them reflect, learn and ask the right questions. A guest banker is present to help the teacher and provide explanations if necessary. Some questions concern "environmentally-friendly actions" The bankers take part in accordance with the written agreement of the head teacher and a clearly defined ethical framework, which is naturally strictly non-commercial.

The initiative's effectiveness has been proven by independent consultancy Ansa<sup>1</sup>, who FBF asked to review the scheme in 2017<sup>2</sup>: it is good for the children, allows them to acquire the concepts of budget management and has a positive impact. The game-based approach helps children to better grasp payment systems and answer questions on the budget, irrespective of their academic level.

This FBF initiative meets the recommendations of the French national strategy for financial education, introduced in December 2016, which champions financial education from a young

<sup>1</sup> Ansa: *Agence nouvelle des solidarités actives* (new active solidarity agency) – an L1901 Association fighting against poverty and for social inclusion

<sup>2</sup> Press release

13 March 2018 Fourth annual "I invite a banker to my class" (J'invite 1 banquier(e) dans ma classe) initiative: independent review is highly encouraging

age at school, with an impact assessment. For nearly 15 years, the FBF has been running a widely-respected financial education programme: “Keys to banking” (“Les clés de la banque”).

For Marie-Anne Barbat-Layani, Chief Executive Officer of the FBF, who launched the 2018 programme at a year 4 junior class in Paris's 19th arrondissement: “This is one small contribution to creating the little citizens of tomorrow, because knowing how to budget is one of the key skills to prepare for an independent life. And it is always a pleasure for bankers to share and talk with children on matters relating to budgeting and financial education. ”

**Further information about this event can be found at:**

[unbanquierdansmaclasse.com](http://unbanquierdansmaclasse.com)

[#1BDansMaClasse](https://twitter.com/1BDansMaClasse)

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